

Suite 981-991
Rand, McNally Bldg.
CHICAGO, ILLINOIS



Lucy B. Stephens
1300 Clay St.,
Lynchburg, Va.



POPULAR PSYCHOLOGY

LLOYD KENYON JONES

Editor and Publisher

Suite 981-991 Rand, McNally Building

CHICAGO, ILLINOIS

May 9, 1921

Miss Lucy B. Stephens,
Lynchburg, Va.

Dear Miss Stephens:

The preliminary story I put before you in the circular that was mailed recently, is now followed by the more definite plans explained in the enclosed circular, which I am mailing to a large list.

POPULAR PSYCHOLOGY is not protected by any prior trademark, and copyrights do not protect titles. I have written to the Register of Copyrights, however, for a search on the name--but believe that it is not in use for a periodical.

When a change is imperative, it is necessary to work fast, and my plans are now shaping to this end:

I have written to the Professors of Psychology of such Universities as Yale, Harvard, Columbia, Chicago, Northwestern and others of that type. I shall get articles from their pens, with full right to advertise their names, on the mental aspect of sleep, study, concentration, nerve-reactions, fear and other emotions and mental qualities that have been put to scientific laboratory tests. I am familiar with many of these tests, and know that THESE SCIENTIFIC ANALYSES WILL CARRY TO THE WORLD THE SCIENTIFIC EXPLANATION OF THE TRUTHS WE HAVE BEEN EXPOUNDING.

It is all in the way one asks the question!

I shall get in touch at once with well-known writers who will write on other assigned topics.

And, now, in addition to securing the highest class manuscripts, there is this PSYCHOLOGICAL object:

Ten years ago, when I wrote short stories for Karl Harriman, then editor of the Red, Green and Blue Books, he told me that his struggle was to induce the publishers to back him in "buying names," that is, in buying stories from the foremost writers. He failed in this, and went with The Ladies' Home Journal as Literary Editor, and was with them over seven years. Ray Long, now with the Hearst magazines, came on from New York and took Karl's place, and Mr. Long secured what Mr. Harriman had not been granted.

The Red Book at that time had a circulation of possibly 250,000. Soon the stories of Sir Gilbert Parker, Rex Beach, Jack London and others began to appear, and today the Red Book has a news-stand sale of over 700,000 copies monthly.

When Mr. Long left for New York, Karl Harriman was induced to again take editorial charge, and continues to spend as much money as he wishes on manuscripts.

In addition to these manuscripts, I shall secure interviews with prominent business men, bankers and men in public life--and all of these names become ours to advertise!

The public knows these persons and will respond to these prominent names by pushing and boosting our magazine!

This was something withheld from us in COMMUNICATION. We were thrown upon the mercy of those in the high places of organized Spiritualism, and evidence in my possession shows what they did to us--what commands went out to thwart us. Why continue against such unfair opposition?

I was good to them at all times--treated all alike--drew no lines of distinction.

Now I shall work among the truly big people, who will be glad to have such sound, optimistic, helpful material go out to sustain a troubled, agitated, uncertain world.

Our workers will be many--but our old friends always will be the best.

If you and I were traveling toward a city, and that city's name was Success, and we found that we had to wade through swamps, cut paths through brambles, and go slowly over rocky roads--and then suddenly learned that there was a well-paved road, and it took us quickly and safely to that same city, would we be justified in selecting and sticking to the hardest way?

If the great thinkers and writers will help us prove that there is a Law of Compensation, that there are grades or planes of thought and progress, that all the things we have fought for are true--and will help because we call it POPULAR PSYCHOLOGY--have we not gained the same end, and reached many more men and women and boys and girls?

My plans have been formulated quickly, but never without consulting sound business men. I have gone far enough with these plans to know that success awaits us, and that inside of sixty or ninety days, we can be well on our way, with threatened failure turned into success.

I wish to emphasize the fact that ALL BONDS, MEMBERSHIPS AND NOTES will be taken over in this change--all property rights will be preserved--all assets and liabilities will be included in the change.

But I must ask those who hold our notes to permit us to extend them, if they fall due in the near future. I am sure that every one holding our notes will co-operate to that degree. I do not feel like one who has lost, but like one who has found another way--with less resistance--without being at the mercy of many I tried to help, but who would have none of me because I did not come in with them. I could not do that, was never OWNED and never will be. I wish them success in their work, and if they can gain it in the face of selfish motives, then I shall sit patiently at the feet of some teacher capable of explaining why and how.

However, the thing to do is to look toward the future and make the best of the present.

In the circular enclosed--which is being mailed to a selected list--I have outlined a plan of issuing notes for two years, or one year, the interest to be 7%, and that interest to be paid in advance. This makes the interest equal to 7 1/2% to 9%.

I must look to my old friends and supporters to help me in this new angle--and I count on every one. Why shouldn't I? For more than two years, I have struggled earnestly and have reduced my living expenses to less than a third of what they were for years. I have done my part--and propose to do more, but only along a winning line.

I am sure that you will help as much as you are able--that you will send for a one-year or two-year note on the plan outlined, and will lend your moral support as well.

In the change, our second-class privileges are preserved, and it is not necessary to again apply for second-class rates. This means that our magazine mailing costs will be very small, indeed.

It is important to do all we can in the next few weeks, and before Summer comes, I am sure that we shall have not less than 25,000 new subscribers from our present lists. That will put us in position to solicit and secure advertising at a high rate, and aid us in our successful work.

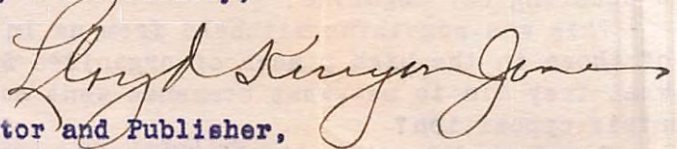
Look at things as they are, and consider the tremendous effort that has been expended in the past.

Then tell me what you can do, and send whatever money you can on this note basis.

I am counting on you as one of those who helped through your support as well as your faith, and know that in calling upon you, I shall have a friendly audience, and sincere consideration.

Looking forward to your response, I am

Sincerely and cordially,



Editor and Publisher,
POPULAR PSYCHOLOGY.

YOU WILL BE PAID 7% IN ADVANCE FOR YOUR ASSISTANCE!

POPULAR PSYCHOLOGY is going to grow rapidly. That takes capital. That capital will be used for these purposes:

1. Sending out lecturers and organizers to address meetings of employees of large business and banking houses.
2. Lecturers to appear in large theatres under the auspices of this magazine.
3. Representatives to call on the largest business houses in the interest of circulation.
4. Circularizing of lists for subscriptions and co-operation.
5. The purchase of manuscripts, especially written for us, at the highest market prices paid to writers.

The BEST always succeeds fastest and greatest. The BEST is the only thing we shall countenance! The faster we "hit the ball," the quicker our returns will come in.

To carry on this work, POPULAR PSYCHOLOGY wishes to borrow money—from ten dollars to hundreds and thousands—on its short-term notes, backed by the growing assets of this business—at 7% interest.

We wish to have notes for one year and two years.

All notes will be signed properly by the corporation owning POPULAR PSYCHOLOGY,

and endorsed by the Editor and Publisher, Lloyd Kenyon Jones.

AT THE END OF TWO YEARS, WE SHALL ASK THE SECRETARY OF STATE OF ILLINOIS TO CHANGE OUR CHARTER FROM AN EDUCATIONAL CORPORATION TO A CORPORATION FOR PROFIT AND GIVE EVERY NOTE-HOLDER AN OPPORTUNITY TO EXCHANGE HIS NOTES FOR STOCK—AND IF HE DOES NOT WISH TO DO SO, HE IS NOT OBLIGED TO DO SO.

IF YOU WISH YOUR INTEREST TO BECOME PERMANENT IN EVENT OF THE TREMENDOUS SUCCESS OF THIS ENTERPRISE, YOU WILL BE GIVEN THE OPPORTUNITY TO MAKE THAT INTEREST PERMANENT!

To this end, we place before you a table computing the possible expenses and income: Cost of filing 200,000 subscriptions yearly, overhead expense, advertising,

circularizing, and lecturers.....\$195,000.00
200,000 subscriptions at \$1.00 a year 200,000.00
Advertising (40 pages an issue)..... 120,000.00

Gross Income\$320,000.00

Subtract \$195,000.00 from \$320,000.00 and the yearly profit will be \$125,000.00.

We have figured every cost HIGH—higher than it likely will be.

Our field is such that our circulation can be brought up to 1,000,000 in a period of three or four years—and maybe sooner.

We can have heavy news-stand sales when we are ready to go after them.

Our magazine will cost but a fraction of the outlay necessary to produce the great popular fiction magazines, and its popularity will be insured by the high quality of its contents—helping men and women to TRAIN THEIR MINDS TO PRODUCE THE MOST PROFITABLE THOUGHTS!

Here is popular education, presented in such an interesting manner that everybody will grasp it and delight in it—and the world is waiting for it, clamoring for it!

HOW MUCH money will you lend RIGHT NOW, at 7% a year?

A Tremendous Circulation

Already some of the biggest employers of labor have promised to permit our lecturers (for we shall have some of the finest lecturers) speak before meetings of their employees. They will recommend that every employee subscribe!

Public service corporations, manufacturers, railways, wholesalers, merchants, teachers, bankers, insurance companies—the employers of labor and the teachers of boys and girls and men and women; physicians, dentists, farmers, laborers, EVERYBODY in every walk of life will help boost POPULAR PSYCHOLOGY!

As we have explained our plans to prominent persons, they have exclaimed, "Why hasn't somebody thought of this before?"

We predict a circulation of over 250,000 in the first year—and an income from advertising patronage that will grow by leaps and bounds.

All advertisers will be glad to patronize us. Some of the best advertising men in America have volunteered to help us. Many prominent editors will help us.

THIS IS A MAGAZINE FOR EVERYBODY. There are no barriers—no lines drawn.

NO religion will be propagated—no political creed will be espoused. We do not care what a person's religion or politics may be: That person will boost for the joy of boosting!

POPULAR PSYCHOLOGY will be in every library in the land, on every reading table in every school and college, out in the open on the desks of giants of industry and finance, displayed proudly in the open places everywhere at all times!

How can we help succeeding in the biggest big way on earth?

Get Your Friends to Join Our Subscription Club

POPULAR PSYCHOLOGY is \$1.00 a year, payable in advance.

This monthly publication will spring into popularity. It has the MERIT to make it the most-read periodical in the world.

Now, tell your friends about it. Say, "Popular Psychology teaches us mind-power, and our teachers are the world's greatest authorities. Let us get the most out of our minds. Let us make our brains bring us the kind of success we wish. This powerful little monthly magazine does not trespass on your religion or politics!"

Here Are The Clubbing Rates

2 Yearly subscriptions	\$ 1.80Save 10%
3 " " "	2.55Save 15%
5 " " "	4.00Save 20%
10 " " "	7.50Save 25%
20 " " "	14.00Save 30%

THESE CLUBBING OFFERS FOR YOUR FRIENDS AND YOURSELF ARE OPEN ONLY FOR PROMPT ACTION!

Here is a subject which you can approach ANYBODY ON!

WE WANT SOLICITORS AT A GOOD COMMISSION—And WILL SEND A SALES TALK THAT WILL BRING YOU A BIG DAILY INCOME!

LADIES CAN SELL "POPULAR PSYCHOLOGY" IN OFFICES AND MAKE \$25.00 TO \$50.00 A WEEK.

THE WORLD IS YOUR FIELD!

Use the enclosed clubbing subscription form. Get as many subscriptions in as possible—RIGHT AWAY!

INTEREST PAID IN ADVANCE!

To show you how much in earnest we are, we shall pay interest IN ADVANCE FOR ONE YEAR OR TWO YEARS!

No bank on earth would do that!

We do it because our success will be instantaneous. We have tested this idea out so thoroughly that we say this without hesitation. WE KNOW IT!

Now, if you lend \$10 for a year, the interest at 7% would be 70c. Therefore, send us \$9.30, and we will send you our note for \$10.00 for one year!

If you lend \$100.00 for one year, send us \$93.00 and you will get our note for \$100.00.

Following is a table of various amounts and interest, for one year and two years:

ONE-YEAR BASIS

You Remit	Your Note is for	You Make Right Away
\$ 9.30	\$ 10.00	.70
18.60	20.00	1.40
23.25	25.00	1.75
27.90	30.00	2.10
37.20	40.00	2.80
46.50	50.00	3.50
55.80	60.00	4.20
93.00	100.00	7.00
139.50	150.00	10.50
186.00	200.00	14.00
279.00	300.00	21.00
372.00	400.00	28.00
465.00	500.00	35.00
930.00	1,000.00	70.00

FIGURE OUT YOUR INTEREST AT 7% YEARLY ON ANY OTHER SUM, SUBTRACT THE INTEREST, REMIT THE BALANCE OF THE PRINCIPAL AND

TWO-YEAR BASIS

You Remit	Your Note is for	You Make Right Away
\$ 8.60	\$ 10.00	\$ 1.40
17.20	20.00	2.80
21.50	25.00	3.50
25.80	30.00	4.20
34.40	40.00	5.60
43.00	50.00	7.00
86.00	100.00	14.00
129.00	150.00	21.00
178.00	200.00	28.00
258.00	300.00	42.00
344.00	400.00	56.00
430.00	500.00	70.00
860.00	1,000.00	140.00

This is 7½% for 1 Year; Over 8% Annually for 2 Years!

ASK JEFFERIS STATE BANK, MONADNOCK BLOCK, CHICAGO, IF WE ARE RESPONSIBLE. WE HAVE CLEARED ABOUT \$300,000.00 THROUGH THAT BANK IN THE PAST TWO YEARS!

NOW—HOW MUCH MONEY WILL YOU LEND RIGHT AWAY, taking your own interest "in front" for one year or two years?

Use the enclosed form and let us have your check without loss of time. THEN, LATER, YOU MAY MAKE YOUR INTEREST PERMANENT IF YOU THINK IT ADVISABLE!

Make ALL REMITTANCES PAYABLE TO:

POPULAR PSYCHOLOGY

979-991 Rand, McNally Building, Chicago, Illinois

A BILLION DOLLAR'S WORTH OF EDUCATION

The Great Universities—Fortified by Over a Thousand Times a Million Dollars—Have Discovered Great Truths About the Mind!

THIS KNOWLEDGE WILL MAKE YOU A CLEARER THINKER—A GREATER SUCCESS IN LIFE!

Read these famous University names: Yale, Harvard, Princeton, Cornell, Leland-Stanford, Columbia, the University of the City of New York, the State Universities—Chicago, Northwestern, and many others!

American business men have contributed better than ONE BILLION (one thousand times one million) DOLLARS to make these great educational institutions possible.

What have they done of a practical nature for mankind?

In chemistry, they have given you your medicines; every manufacturer using metal has a laboratory, where college-educated chemists analyze every particle of metal used, and work out new alloys. Your baking powder and yeast are the result of chemical knowledge. Your clothing, the dyes used to color materials, paint and varnish, shoe polish, stove polish, ink, paper, and FOOD are the result of chemistry. The modern farmer depends upon soil analysis. There is not a branch of industry—not a household—that is not dependent on this scientific guidance.

What science has done for the materials we use, science has done for the MIND.

PSYCHOLOGY is the scientific study of the mind.

PSYCHOLOGY determines the proper way to THINK STRAIGHT.

Who uses psychology?

The physician—who must study the mental symptoms as carefully as the physical symptoms; the lawyer, who must measure the results of his plea on the jury; the teacher, who must get ideas into the brains of students; the salesman, who must awaken the desire to buy in the minds of his prospects; the lover who wishes to be accepted by the woman of his choice; the judge who must determine guilt by knowing character; the employer, who fails if his workmen do not have the right mental quali-

fications—EVERYBODY in every walk of life!

The athlete develops his own psychology. He can not make his muscles do things until his mind has mastered them. The Japanese athlete, in trying a new trick of tumbling, sits for hours and meditates on just what muscles will be brought into play—how and when to turn. When his mind has mastered the trick, he steps out and DOES it!

The musician depends upon psychology. Until her mind has mastered the facts, her fingers can not bring out the sweet chords!

The hotel proprietor uses psychology. He appeals to the minds of his guests—and unless he did this, the physical comforts which he supplies would be valueless.

The actor uses psychology in making us feel that he IS the person he pretends to be on the stage!

The police use psychology. Every great detective is a wonderful psychologist. Railway employees are taught the psychology of keeping patrons from becoming nervous and apprehensive about dangers and delays.

The minister of the gospel uses psychology in driving home his teachings. Every orator uses it. Writers depend upon it. The PLOT of a play or a story is a wonderful study in psychology. It works on the suspense, the relief of suspense, and the emotions of the public.

Moving pictures are based wholly on psychology—on MENTAL EFFECTS produced by scenes and titles.

EVERYBODY uses Psychology—and THOSE WHO UNDERSTAND IT BEST ARE MOST SUCCESSFUL.

Inasmuch as we are ALL dependent on psychology—or the systematic use of our thoughts—we may as well increase our knowledge by learning just what the world's great leaders of thought have discovered about mind-power.

Not a Religion

Psychology is NOT a religion. It is taught in Catholic Colleges, Presbyterian Colleges, Methodist Colleges, Episcopalian Colleges, Baptist Colleges, in every kind of sectarian and non-sectarian institution.

There is psychology to religion. If religion helps you, it

works first of all through your mind.

There is psychology in logic—in concentration of mind—in memory—in everything our minds do.

But of itself, psychology is as distinct from religion as medicine is from geology.

POPULAR PSYCHOLOGY

Here is a wonderful little monthly magazine that teaches psychology, by popularizing it; that is, by explaining, without using terms nobody but a professor would understand.

It is not a big magazine in size—but it IS BIG in contents!

Who will contribute to the contents of Popular Psychology?

The Professors of Psychology of the great Universities.

They will tell us about the operation of the mind in Business, Love, Hatred, Crime, Invention, Music, the Drama, Housework, Schoolwork, the Trades and the Professions; about mind operations in every direction.

Bankers will contribute. They will explain the psychology of honesty, thrift, business success and many other things of vital importance to those who wish to get along.

They will tell us how to keep our bodies in condition to do the clearest thinking—and be "up on our toes" all the time.

Always, these articles will EXPLAIN THE WHY AND THE HOW!

Some of the world's greatest writers will write for POPULAR PSYCHOLOGY and tell why the business leaders have become successful.

The LAWS OF MIND will be expounded by the sages of the earth.

You will be told how to concentrate for study and success, how to wake up and bring into action dormant forces in your brain and nerve-centers.

You will be told how to employ psychology in your domestic affairs, in your business, in your pleasures, in your motoring and other recreation; in climbing the ladder of fame and success.

POPULAR PSYCHOLOGY WILL PAY THE HIGHEST PRICES TO THE GREATEST AUTHORITIES AND THE BEST WRITERS.

YOU WILL BE PROUD TO SHOW POPULAR PSYCHOLOGY TO YOUR FRIENDS, IRRESPECTIVE OF THEIR BELIEF.

INTEREST-IN-ADVANCE NOTE FORM

Keep Your Interest—Send
the Balance

Date.....

POPULAR PSYCHOLOGY,
979-991 Rand, McNally Bldg.,
CHICAGO, ILL.

Gentlemen:

I enclose \$...... I have kept out interest at the rate of 7% per annum for years. Send me your note for that length of time for \$...... This note is to be signed by your corporation and endorsed by Mr. Lloyd Kenyon Jones, Editor and Publisher.

Yours co-operatively,

Name

Address

CLUBBING SUBSCRIPTION ORDER-FORM

2 Yearly Subscriptions.....\$1.80 3 Yearly Subscriptions....\$2.55
5 Yearly Subscriptions..... 4.00 10 Yearly Subscriptions.... 7.50
20 Yearly Subscriptions...\$14.00

Enclosed find \$...... full payment for..... yearly subscrip-
tions to POPULAR PSYCHOLOGY, regular subscription price \$1.00
a year. Acknowledge receipt of this money and send this magazine
for twelve numbers to:

Names

Addresses

FINISH SUBSCRIPTION LIST ON OTHER SIDE
IF NECESSARY

Add 10c to personal checks. Register letter containing currency.
P. O. or Express money orders preferred.